

MTAC Focus Group Session Notes

Governor Ballroom D, Level 2

Sunday, March 20th, 2016 1:30p – 2:30p

EMERGING TECHNOLOGY & PRODUCT INNOVATION

Gary Reblin, USPS VP-New Products and Innovation

Steve Colella, MTAC Industry Leader, Emerging Technology & Product Innovation

All Mail Classes

- Randy Stumbo, Periodicals MTAC Industry Leader
- Rose Flanagan, Standard Mail MTAC Industry Leader
- John Medeiros, Package Services MTAC Industry Leader
- Mike Tate, First-Class Mail MTAC Industry Leader

Erv Drewek and Jim Nemec welcomed all. Erv reviewed the MTAC schedule for the Focus Group meetings being held during each day of the Forum.

Gary Reblin reviewed First-Class Mail, Standard Mail and Periodicals volumes vs. SPLY for FY16:

First-Class Mail Volume

Presort - 1.6%

Single -3.7%

Standard Mail

Q1 down 3%, SPLY-up 4% due to election year

Despite being down 3% (still under plan once back out what election mail would have been)

Periodicals

Down 3% but better than -5% Q4; volume stabilizing

2015 Promotions Update:

Gary invited all to understand the positive trends evolving with USPS promotions. We provide a higher incentive for those who succeed in growing their mail. He reviewed results in CY15 for the following:

Updated: __3/20/16__

Earned Value Promotion:

Number participants: 493

Volume 489 mm pieces

Credit earned \$11MM

CY14: 60 repeat participants

CY15: 121 repeat participants

Color Transpromo promotion:

Participants: 54

Volume: 1,113MM

Discounts: \$9MM

First time users only have to use color and not personalization

Emerging Technology Promotion:

Participants: 156

Volume: 4,050MM

Discounts: \$18MM

Adaption Rates:

CY13-5%

CY14-6%

CY15-8%

Mobile:

Participants: 569

Volume: 46010

Discounts: \$24MM

2016 Promotions:

Earned Value and Personalized Color Transpromo have both started.

Shared Mail:

Note: for 2017 it is planned to include shared mail in the Earned Value promotion. Change in shared mail requirements will eliminate the unique IMb and now can have static IMb.

Eliminated preapproval requirement and USPS will provide mail piece design template.

Earned value registration started Feb 15 and the promotion starts April 1.

Updated: __3/20/16__

Emerging and Advanced Technology / Video in Print and Tactile, Sensory & Interactive Mailpiece Engagement promotions both had registration start Jan 15 and the promotions started March 1. Gary reviewed results to date and mentioned a Marriott mailpiece which was involved in the Tactile promotion running now which was outstanding (view of a beach with feel of sand, etc.).

Emerging Tech March 1-August 31 after 2 weeks:

Number enrolled 146

Promotion Volume: 298MM pieces

Discounts \$1.4MM

Tactile, Sensory Mar 1-Aug 31

Number of Enrolled Mailers: 101

Promotion Volume: 52MM pieces

Discounts \$229 K

Mobile Shopping Promotion registration will start May 15.

Informed Delivery Update:

NY Metro Expansion:

066, 069, 100-119

Rollout Schedule-Live November 18

Over 67,000 active users

Commercial interest: 3 direct mailers participating starting March 29

Companies are Express, ESPN and Bon #9 perfume to test interactive abilities.

Feedback from consumers is overwhelmingly positive. 50% consumers said would recommend to friends. Out of 10,000 original members 5,500 participated in survey. 98% comments positive.

Some participates normally didn't look at mail as another family member reviewed mail. Program allows this person to now see mail.

Shipping Update:

Expedited Packaging Supplies

Updated: __3/20/16__

Priority Mail Label 228
Boxes and Envelopes

Label change to help eliminate loop mail caused by previous label design.
Order new Labels on USPS .com

Changed orientation of tic mark to vertical on all expedited boxes and envelopes

Introducing new and free “Caution Heavy 35 lbs and over” Label

Safety Awareness:

FY 015 USPS employees reported lifting Injuries
2,953 total reported
52% carriers
16% clerks

Online Refund Applications

Refund request on usps.com

- Priority Mail Express
- Extra Services

Claims

Bulk file upload on Business Customer Gateway

- Damage, missing or lost articles.

Return Labels

Proposal for QR code on return shipping label and underneath send “Scan to schedule package pick-up.” Rose Flanagan suggested the USPS add the word ‘FREE’ package pickup.

Send comment or suggestions to shippingservices@usps.gov

PS Form 3849 Redelivery Notices

- Adding QR code on form to make it easy for customers to schedule a redelivery.
- Send comment or suggestions to shippingservices@usps.gov

USPS is doing focus groups on changes so we are early in the process.

Standing Delivery Order PS Form 3801

Ability to add and remove names of Authorized Agents electronically.

Include the form in the FAST appointments.

Product/Pricing Simplification:

Steve Monteith provided an update on how we are evaluating and will implement product pricing simplification ideas which promote ease of use and volume and revenue growth for industry.

January 2017

- Subtle changes that eliminate redundancy
 - For instance In Periodicals on the postage statement there are 4 types of entry all same price-proposal is to eliminate all and create only one
- Structural changes
- Mailing standard changes and clarifications
 - Changes in carrier route pallets
- Align with current mail prep and processing operations

Ideas under evaluation:

- Merge AADC and 3 Digit presort auto letters into one category
- Move to piece/pound structure in Standard Mail
- Create 3rd ounce free for First-Class Mail
- Eliminate piece/pound pricing for 3.3-3.5 oz weight breaks in Standard Mail auto letters.
- More ideas will be discussed at Steve's NPF session

Process:

Evaluate potential initiative against objectives

- Socialize with industry (MTAC/Conference Calls)
- Determine which ideas to pursue

Determine Timing

- In for January 2017
- Implement at a future date

Share structural Changes.

Update Certificate of Mailing (COM) Workgroup

Workgroup leaders meeting with Gary Reblin and Steve Monteith while at NPF in hopes of finalizing solutions to remaining issues.

Current status on Mail Service Provider (MSP) Self Promotion incentives:

Updated: __3/20/16__

Hardest problem how to track internally.

USPS still gets a lot of MSP promotion volume as mail owner.

USPS likes idea but still needs to determine how details will work. Have not given up on idea.

Product Managers Update:

Steve Monteith is working with USPS HR at HQ and they will reestablish product managers for mailing and package services and hopefully in near future will start staffing.

ALL ACTION ITEMS

- There were no action items.